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CAROLINA
TODAY



C. D. TOWNSEND

The Story of TOBACCO

"I NEVER KNEW..."

"I never knew there was anything like this in the South!" exclaimed a business man from the North after he had traveled from the mountains of North Carolina to the seacoast.

He had just finished a trip which began in the tableland of eastern America. From the primeval, rugged beauty of the towering Smokies he had come through the well-developed resort and mining sections of the Appalachians, then down into the Piedmont country with its humming cities, hundreds of textile, tobacco, furniture, and other manufacturing plants. Over one of the most complete state road systems in America he passed through the sandhills and central Carolina, saw the thermal resorts, the beautiful universities and colleges, the fertile farms and the teeming tobacco auction markets. At his journey's end was the history-drenched coastal plain with its game lands, great truck areas, beach and fishing resorts and seaports.

Until he had seen it, this visitor could not dream that North Carolina is the state that has such things—all crops, all climates, all industries, all resources, all soils, all altitudes and all landscapes.

This little continent within a state invites your interest.

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The Romance of Tobacco . . .

ANTICIPATING gold, Queen Elizabeth was only mildly curious at the strange plant Raleigh's colonists brought back from Carolina. But tobacco rooted the first planters in North America, stabilized their economics, was the first article of overseas trade, launched the distinctive plantation system. And ironically, on frontiers where Elizabeth's precious gold has not even yet been coined, tobacco is universally acknowledged a medium of exchange. It is perhaps America's richest contribution to the world, certainly its most fascinating. Consider the romance of this crop: 400 years ago, such a mild and beneficent stimulant was unknown to most of mankind—tobacco was the secret wealth of a handful of savages. Today it is the indispensable occupant of almost every man's pocket, every woman's purse.

In North Carolina, tobacco is not only king of crops, but king of industry as well. North Carolina grows more tobacco than any other state (around 500,000,000 pounds annually); North Carolina produces more cigarettes, smoking and chewing tobacco (around half a billion dollar's worth annually); transports more tobacco, exports more.

An important pursuit, the production of tobacco is also an enthralling one; its fascination for man did not end with its conquest of his favor. Tobacco has individuality, a temperament proper in a plant which man has found so desirable.

It can both bless and baffle its growers, and as their tobacco thrives or languishes, so thrive or languish thousands of North Carolinians. Therefore successful tobaccoists—planters, merchants, processors, are those who best can guard against the caprices of planting, cultivating, curing, conditioning, grading, selling, buying, blending and processing the leaf.

From seed to cigarette is a long journey, and the pleasure of your smoke is a refinement not compounded merely of labor and capital. Four centuries of cultivating this precious commodity has bred a plant suited to its purpose. It also has bred men who are alchemists as well as harvesters; eyes keen for gradation in color, fingers sensitive to texture, noses acute to the slightest differences in aroma.



Tobacco's fondest legend insists Sir Walter Raleigh was England's first smoker. A familiar old print depicts Raleigh's astonished servant attempting to extinguish the fire he thinks is raging inside his master.—(From "Heroes of History," Lothrop, Lee and Shepard.)



Left: Earliest tobacco warehouses were on navigable rivers. Sailing merchants and planters bartered here, and foundation of the preseat auction system was laid. Because the Carolinas' trade was an English monopoly, Britishers early acquired a taste for flue-cured tobacco which has persisted for four centuries.



Royal E. Penny

STARTING YOUR SMOKE TO YOU

One of nature's tiniest seeds, tobacco is sown in plantbeds in newly cleared lands, the sprouts protected in the early spring by a cloth covering (above). As the season develops, the covering is removed and the young plants permitted to grow to six inches before removal (below).

Although possessing remarkable recuperative powers, tobacco is a delicate young plant, subject to many diseases. Woe visits the section where plantbed infestation breaks out in early spring. Sometimes farmers must travel hundreds of miles to buy plants to replace their failures. So precious are they that in a year of plant scarcity farmers will sit up at night with shotguns to guard their own supply against raiders.

Below, right, transplanting underway. The "machinery" is mostly the two planters, a row to each, who put the young plants in the ground as the vehicle moves along. Water from the barrel softens the ground. Not infrequently three or four or more transplantings are necessary before a proper "season" roots the young plants and starts them towards maturity.

State College Extension Service.



The Empire of Pleasure

Of 1,500,000 acres usually devoted to tobacco in America, North Carolina plants more than a third (617,700 in 1935). Starting in the Piedmont section, tobacco was the state's first commercial crop. Produced for export only, it was packed into hogsheads, dragged by oxen to river landings, and bartered to merchant sailors. From this intimate contact of growers and competitive buyers sprang the curious auction warehouse system of today.

From the Piedmont, the geographical center of tobacco production has moved eastward, and now Pitt, in the New Belt, is the state's greatest producing county.

Tobacco growing is highly localized because the plant responds acutely to peculiarities of soil and climate. North Carolina's tobacco is flue-cured but four distinct types of it are grown in the four well-defined belts of the state. (Old, Middle, New and Border Belts). In addition, the cultivation of Burley is growing in the mountain section.

Every tobacco roughly has its own market, usually a market built by generations of constant use. Eastern Carolina tobacco, light-bodied, yellow colored, is preponderantly a cigarette type, while Old Belt tobacco, with greater range in color and body, is used also for pipe and chewing. Burley is for cigarette and pipe. No belt can grow tobacco which closely approximates the body, texture, color, aroma of that grown in another, even though it be only a few miles away.

State College Extension Service.



THE STORY OF TOBACCO Cultivation



Journal and Sentinel

Handgrown, tobacco is a 13-month crop. While this year's curings still are being moved to market, next year's plant beds must be prepared. After early cultivation (above), every leaf in the field demands individual and constant attention.

Voracious worms appear, and no remedy has been discovered since they plagued Indian patches, except the homely one of plucking them off the leaves by hand. Between plowing and hoeing, the farmer sprays, plucks the tops of the plant to force the leaves to spread, removes budding suckers (below), scans anxiously the weather signs.

Before it goes to the factory, every leaf of tobacco must be handled individually five to nine times by the grower. Men, not machines, prepare your future pleasure.

Average state yield per acre is as little as 626 pounds (1932), and as much as 935 pounds (1935), but some farms average over

Frank Clodfelter

1,200 pounds. For the past three years, the crop's farm value has been above \$115,000,000 in North Carolina, but this year gross cash returns, to producers will be the greatest since the banner year of 1919.



LEFT, Ole Lunsford suckering Burley near Beech, North Carolina. Around 5,000 acres are devoted to Burley in the state. Officially light air-cured type 31, "white Burley" is a mutation, all of it descended from seeds of a single freak plant discovered in Ohio. Only Burley market in the State is at Asheville.



Conservation and Development

WORLD'S MOST UNUSUAL HARVEST

In July, August, narrow sleds are driven between the rows (above) and piled with the green, slightly turning leaves. At right, cropping begins in Wake County. Cropping begins with the bottom leaves (called lugs) which ripen first, proceeds up the stalk as the leaves mature. With a tying technique universally used in the task, workers (below) bunch the leaves, hang the bunches over "tobacco sticks," the while clucking happily over impending auction opening.

Tobacco harvest season proceeds north and west—first harvest in July in the Border belt, closely followed by cropping in the New Belt, Middle Belt, Old Belt.

H. K. Witherspoon



H. K. Witherspoon

Below, a "stick" of green tobacco, strung in bunches for transfer to the racks of the curing barn.

H. K. Witherspoon



THE STORY OF TOBACCO Curing



Typical curing barn in Wake County. Some are now of brick.
H. K. Witherspoon

COOKING YOUR SMOKE

Unfolding mark of the tobacco farm, the log curing barn (left) receives the green tobacco. Heat from the fireboxes goes through flues across the barn, back again, smoke issuing on the same side as the firebox. Heat must be carefully applied, gradually at first to yellow the leaves, then increasing to drive moisture from the leaves and midribs.

Flue-curing represents an evolution from fire-curing (charcoal). The process makes essential the presence of abundant firewood on a tobacco farm.

When other lands attempted flue-cured cultivation, they were compelled to send to Carolina during curing season to get tobacconists to do this task for them. Carolina curers go all over the world, cooking tobacco for Johnny-come-lately planters unable to master the art.

Tier on tier — tobacco in a barn.
Journal and Sentinel



The fire must be just right.



H. K. Witherspoon

Living With His Work

The work of months can be ruined by carelessness at the curing barn, and during the curing period of from three to five days, constant vigil must be maintained. Not only may uneven heat damage the tobacco; but there is danger of fire, which not infrequently destroys a barn of fine primings.

The farmer therefore moves to his curing barn, where in a shed attached he lives until curing is over. On a straw pallet he catches a few naps, but mostly he is alert to the thermometer inside the barn and the fire in the flues. Characteristic sight of the Carolina countryside at night in the late summer, the glowing coals in the curing barn fire-box silhouetting the lone attendant; characteristic smell, the pleasant aroma of mellowing tobacco.

Flue-cured is America's greatest export tobacco. Development of cigarette smoking boomed flue-cured because of its mild aromatic qualities. Highest prices are paid for bright lemon yellow; the class also produces shades ranging down to mahogany brown.

Burley tobacco is air-cured. Instead of cropping leaf by leaf, the entire stalk is cut down, hung in well-ventilated barns to wilt and dry. Artificial heat is used only when damp weather menaces the tobacco.



Journal and Sentinel

Unceasing vigil for three days or more is required for every barn of tobacco. ABOVE, a farmer at his log barn.

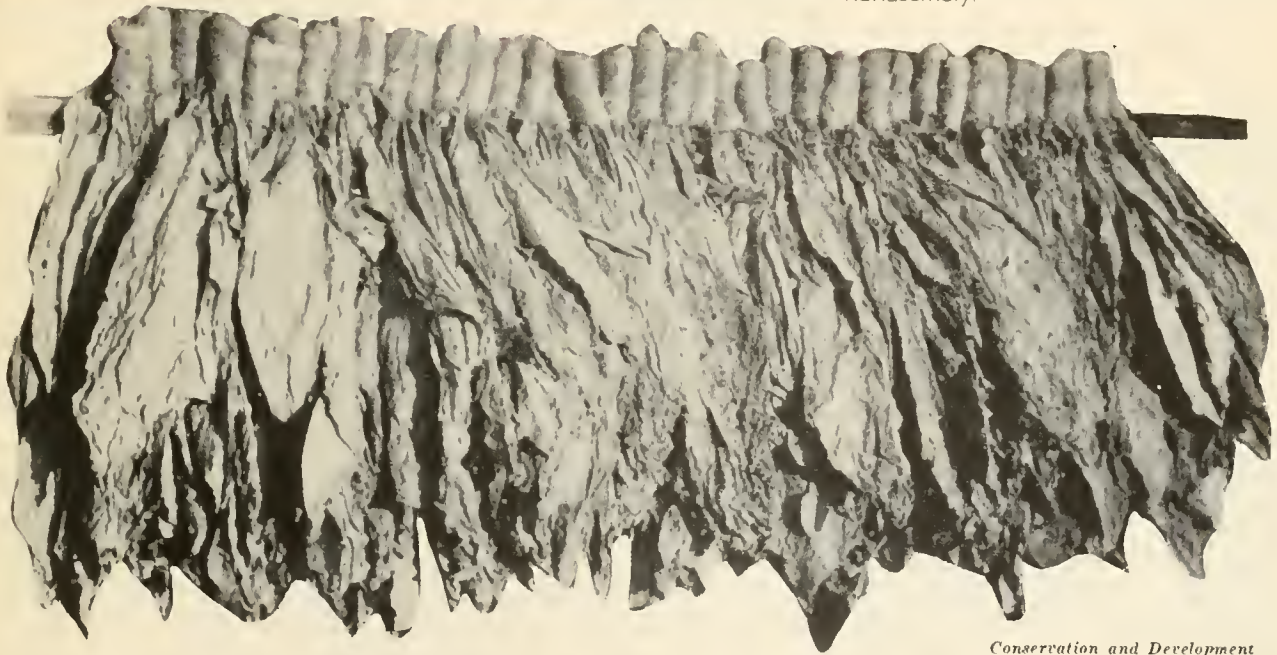
THE STORY OF TOBACCO Grading



Crop Reporting Service

One more test of skill confronts the farmer—grading his crop. Left, the women are separating cured tobacco leaves into piles according to color, texture, length, soundness of leaf, and other qualities. The men are tying graded leaves into "hands"—bunches of tobacco tied at the top with a leaf of the same grade.

Tobacco is sold in basket lots of identical quality, and a few inferior leaves will depress the price of an otherwise good lot. As a consequence, sharp-eyed speculators bid in badly-sorted tobacco, re-grade it, sell it immediately and profit handsomely.



A stick of tobacco hands ready for market

Conservation and Development

H. E. Witherspoon

The tobacco of any one type will yield between twenty and thirty recognizable grades, the leaves varying widely not only from barn to barn, but on the same stalk. Manufacturers buy specific grades for specific purposes; bid strongest for leaves suitable for cigarette production.

Tobacco "hands" (see back cover) are straddled upon tobacco sticks (about 4 1-2 feet long), and bulked in pockhouses for proper ordering. When it is "in order" (has proper moisture content) it is ready for market. If too dry, it will break under handling and sell poorly; if too damp, it will mold. Ready at last, a load is put into auto, wagon, trailer or truck and hauled to market town.



THE STORY OF TOBACCO Auction



*Rolling hogsheads of tobacco to auction in colonial days.
From "The Pageant of America." Copyright Yale University Press.*

In colonial days tobacco was packed into hogsheads and rolled to rivertown warehouses. There buyers broke the hogsheads open and inspected samples of their contents, before bidding for it. Because of this practice, a tobacco auction is still called a "break" throughout the south, though the looseleaf method has prevailed. Now tobacco is hauled to one of scores of markets, there neatly arranged in shallow baskets, placed in long rows on the warehouse floors and sold at auction. Tobacco warehouses are highly specialized structures, the requirements being one-story construction, plenty of open floor space and a multitude of skylights for natural lighting.

Tobacco auctions in North Carolina are conducted at the following towns:

OLD BRIGHT BELT: Burlington, Madison, Mebane, Mt. Airy, Reidsville, Stoneville, Warrenton, Winston-Salem.

MIDDLE BELT: Aberdeen, Louisburg, Carthage, Durham, Fuquay Springs, Henderson, Oxford, Roxboro, Sanford.

NEW BRIGHT BELT: Ahaskie, Farmville, Goldsboro, Greenville, Kinston, Robersonville, Rocky Mount, Smithfield, Tarboro, Wallace, Wendell, Washington, Williamston, Wilson.

BORDER BELT: Chadbourn, Clarkton, Fair Bluff, Fairmont, Lumberton, Tabor City, Whiteville.



Smith's Warehouse in Wilson, called the world's largest tobacco auction house. Notice the multitude of skylights. Because tobacco quality is judged partly from its color, natural light is essential to an auction house, and sales are held only during that part of the day when sunlight is adequate.



Acres of Baskets

These shallow baskets made especially for tobacco auctions are manufactured only at Yadkinville, N. C., and at one plant outside the state. At the D. A. Reynolds Basket Company, Yadkinville (where these pictures were taken), 50,000 baskets are made annually for warehousemen, with only one operation (smoothing the oak laths, at left) done by machine. Workers skilled in a highly localized craft take the native wood, bought from Yadkin farmers, and build baskets that go around the world.



Upon a metal table, hatchet-men tack down the woven frame, nail going from mouth to wood as fast as one can count. Then (right) the frame is soaked a few moments in plain hot water, to soften it for molding.



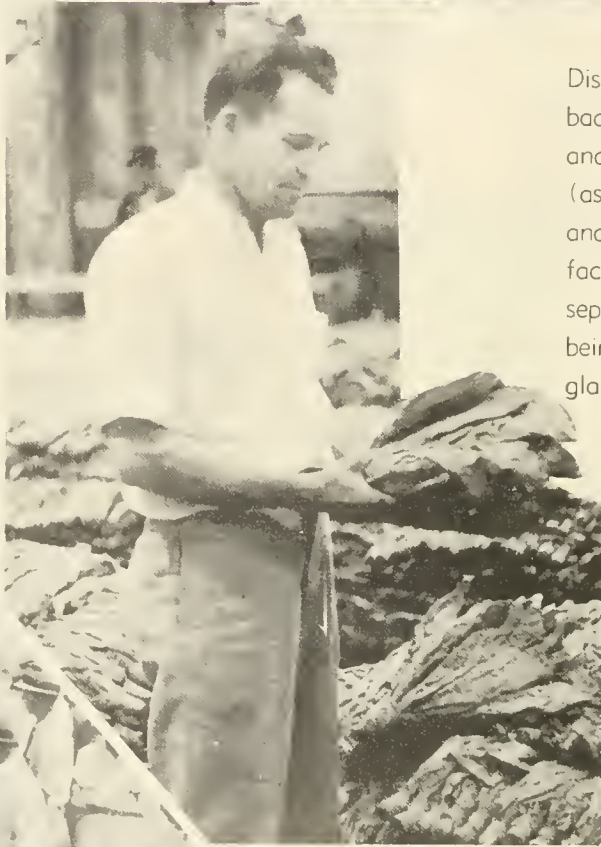
Now bent around a steel form, another mouth-to-hand-to wood craftsman quickly puts on the strip (lower left). And so acres of baskets grew around the little plant set far back in the woods, where they are numbered, seasoned, shipped everywhere that tobacco is handled. Baskets are made 6 or 7 months a year, in two sizes; sold direct to warehousemen.

All Conservation and Development photos



THE STORY OF TOBACCO Auction

Largest major crop in the world to be sold at public auction, tobacco's selling system preserves the exposure and inspection of every particle of wares, the direct and intimate contact between producer and buyer. Slight differences in tobacco are so important to processors that they want their buyers to personally inspect each purchase. At right center Charles Johnson, Liggett & Myers buyer, inspects samples of a basket at Goldsboro. And at lower right, L. H. Starke buys tobacco for the Imperial Tobacco Company, one of the largest export houses.



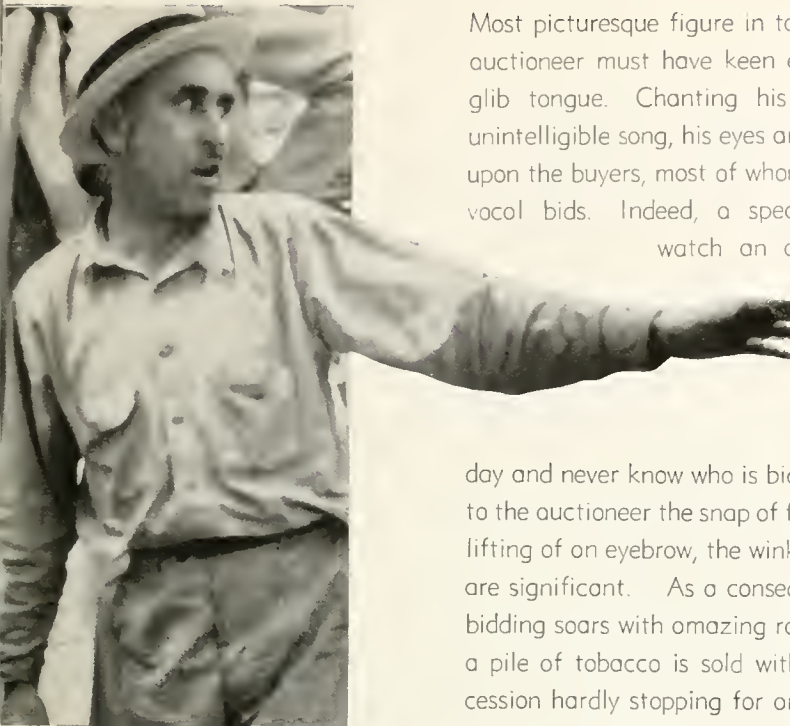
Distinctive market place of the world, a tobacco auction fascinates visitors with its speed and efficiency. Down the long rows of tobacco (as above at Wilson), pass the auctioneer and a dozen or so buyers (each major manufacturer represented). Upward of 300 separate lots are sold per hour, bids usually being made silently, through some gesture or glance of the bidder, which indicates that the previous bid (called by the auctioneer) has been raised by a predetermined unit.



The grower pays a flat and commission fee to the warehouse for use of auction facilities. His tobacco is weighed and each basket tagged with name and poundage. Bookkeepers write in name of purchaser, quickly pay the grower, collect later from buyer.



THE STORY OF TOBACCO . . . Auction



Carl Pierce, Wendell

Most picturesque figure in tobacco, the auctioneer must have keen eyes and a glib tongue. Chanting his unending, unintelligible song, his eyes are fastened upon the buyers, most of whom make no vocal bids. Indeed, a spectator can watch an auction all

day and never know who is bidding. But to the auctioneer the snap of fingers, the lifting of an eyebrow, the wink of an eye are significant. As a consequence the bidding soars with amazing rapidity and a pile of tobacco is sold with the procession hardly stopping for an instant. Within the space of a few months, a huge crop is personally inspected,

auctioned, a transfer of such magnitude incredible until one sees the operation. In a single market town, upwards of 2,000,000 pounds may be sold in one day, and such dispatch requires the utmost economy of effort. It is therefore well understood that a buyer is inconspicuous if he is disinterested. The moment he makes his signal—or so much as glances at the auctioneer—he has placed his bid.



Jim Pearson, Kinston



E. M. Littleton, Goldsboro



Auctioneers—eyes keen for the slightest gesture from bidders.



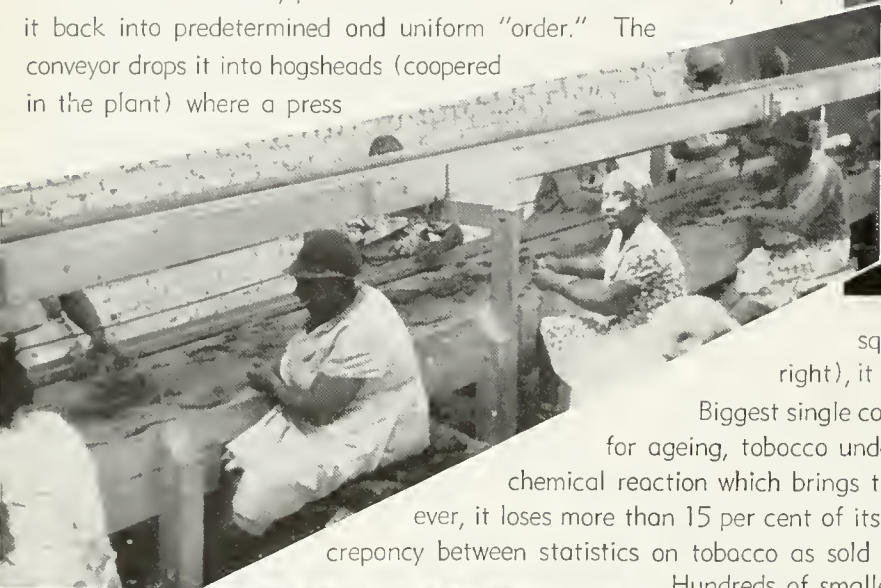
Bossy Griffin, Wendell

THE STORY OF TOBACCO Redrying

To buy tobacco, one must maintain an expensive corps of specialized buyers, and be equipped to prepare and store it immediately. As a consequence, many independent dealers operate in North Carolina, buying and conditioning upon order or for speculation.

Here is the way Monk-Henderson Company, of Wendell, for instance, operates, with capacity to handle 5,000,000 pounds annually. Tobacco it purchases on warehouse floors is immediately shipped to the redrying plant, where the stems are removed and the tobacco tumbled vigorously in the cleaner (right), cast out upon a conveyor for minute inspection (below).

Tobacco is then conveyed through a huge oven, where the last particle of moisture is removed, passes on to a steam chamber where jets put it back into predetermined and uniform "order." The conveyor drops it into hogsheads (coopered in the plant) where a press



squeezes it into a compact mold. Weighed (below right), it is labeled and stored, or shipped to foreign customers.

Biggest single consumer of tobacco is evaporation. While in storage for ageing, tobacco undergoes annual "sweats" or fermentation, a natural chemical reaction which brings the tobacco to proper flavor. In the process, however, it loses more than 15 per cent of its weight, a circumstance which causes a curious discrepancy between statistics on tobacco as sold and tobacco as manufactured.

Hundreds of smaller manufacturers depend entirely upon independent leaf houses for their supplies, placing orders for certain types and grades, and only skilled judges are competent to fill orders from a crop with scores of different classifications to choose from.

All photos Conservation and Development



Turning Leaves Into Luckies

STROHMEYER
& CARPENTER

INDUSTRY AT THE HEART OF RAW MATERIAL

Empire of tobacco culture, North Carolina is also the capital of tobacco manufacturing, with the fields marching to the very doors of factories. More tobacco is processed in this state than in any other place in the world.

Reidsville not only is agricultural center of a large tobacco-growing area, and auction town, but is also site of a Lucky Strike factory (above) of the American Tobacco Company.

Makers of every form of manufactured tobacco, American's far-flung operations contribute to the commerce of every section of North Carolina. In Reidsville, these

operations include purchase of raw material, its preliminary processing and final manufacture, and together form the chief industry of the town.

When Postmaster-General Farley dedicated Reidsville's new Postoffice, American's Reidsville Manager, W. H. Boyd, handed Mr. Farley a check for \$210,000 which covered the cost of the new Postoffice, and also represented a day's purchase of revenue stamps for the Lucky Strike cigarettes made at Reidsville.

A new Postoffice a day is the manufacturing pace of the American Tobacco plant at Reidsville.

THE STORY OF TOBACCO . . . Manufacturing



American Tobacco Company photos

Brought from markets in hogsheads, tobacco "hands" are put upon sticks and conveyed (above background) through the Reidsville redrying machines, properly "ordered" for ageing. In storage two or three years, tobacco is then blended and crossblended with Turkish leaf and with leaf of various types and years, so that idiosyncracies of any one crop are erased.

At right, a tub of aged, cut, blended tobacco is ready for the hopper of the cigarette machine. Royal Sands, Reidsville, is holding typical cigarette leaf of tobacco used in making Lucky Strikes. The girl is a "catcher," whose duty it is to inspect every cigarette coming from her machine, rejecting any which fail of standard. From the catcher the cigarette tray goes to the packing machine.



THE STORY OF TOBACCO . . . Manufacturing

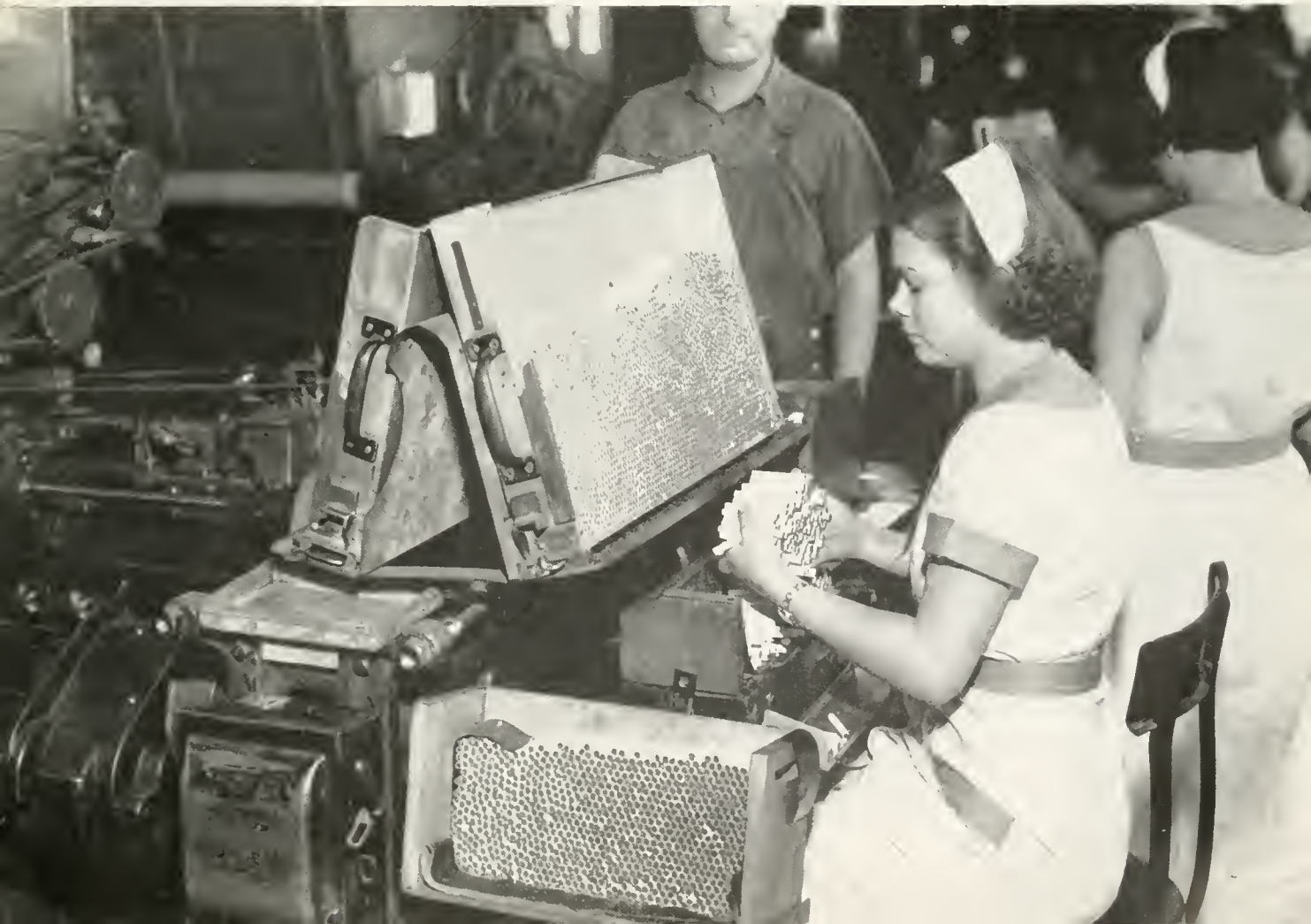


Faster than any cat can wink its eye, Lucky Strikes roll out of the machine. Left, a girl constantly samples to see that the cigarettes are uniformly packed with tobacco. Right, the speeding ribbon of cigarette paper, sliding into the box where it raps around the tobacco, issuing in one monstrous serpentine of paper and tobacco, to be razored into proper length.

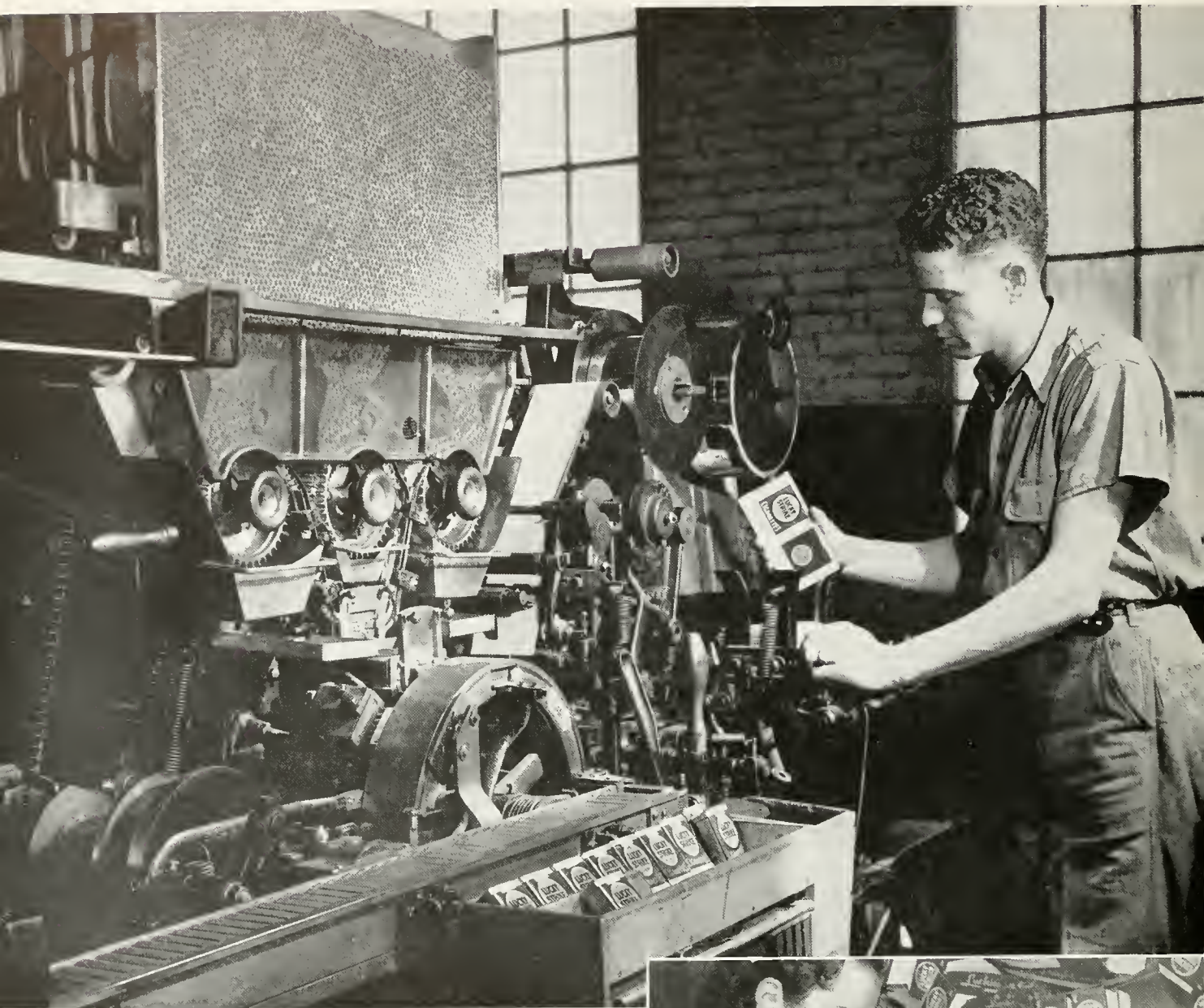


Vigilant against the tiniest imperfection, the catcher (below) transfers cigarettes from the machine tray to the packing racks. North Carolina is chief producing point for three largest cigarette makers, in addition processing every form of tobacco. Large auxiliary industries have grown up around the plants in the state.

All Conservation and Development photos



THE STORY OF TOBACCO . . . Manufacturing



American Tobacco Company photo

Into the packing machine go the inspected cigarettes. They flow down into three rows (7 on top, 6 in middle, 7 on bottom, as shown in picture) and the package is wrapped around them, sealed, stamped—a standard package of 20 cigarettes. The operator is putting a stack of labels into the machine.

The packages move automatically to a cellophane-wrapping machine and come to the girl (right) who places them into cartons, which themselves are sealed automatically. Carton-filled cases move by conveyor directly into freight cars, shipped immediately in trainload lots, to a market which girdles the globe.



DURHAM'S INFANT GREW TO AN INDUSTRIAL GIANT . . .

Durham's Home of Chesterfield Cigarettes



Photo by Serv-Air, Inc.

Air view of Durham's Liggett and Myers Company, manufacturers of Chesterfield Cigarettes.

Durham was first to manufacture tobacco in North Carolina, the first shop opening here in 1858. Yankee soldiers during the Civil War became this city's first press agents, with the result that tobacco firms in other parts of the country began selling their products as the original Durham tobacco. "Bull Durham," famous the world over had its origin here.

Washington Duke and his sons, James B. and Benjamin N., built a log house factory in Durham at the end of the War. Through consolidations, the Dukes formed the great American Tobacco Company, which was dismembered by the federal anti-trust laws, becoming the present American Tobacco Company and Liggett and Myers Company. Durham's tobacco and manufactured cigarettes are sold in all parts of the world.

THE STORY OF TOBACCO Industry



Conservation and Development

LARGEST KINGDOM in the EMPIRE of TOBACCO

Greatest industrial city of North Carolina is Winston-Salem, where one-fourth of all North Carolina's manufactured goods are produced.

Superlatives are indispensable in describing operations there of R. J. Reynolds Tobacco Company. The company is the largest taxpayer, Federal and State, in North Carolina, largest employer; its Winston-Salem unit the largest single tobacco factory in the world.

Reynolds pioneered in concentrating on single brands of various types of product—as Camel cigarettes, Prince Albert smoking, George Washington cut plug, Advertiser granulated, Brown Mule flat plug, Day's Work navy plug, and Apple sun cured chewing tobacco—a policy later adopted by other successful manufacturers in almost every field of production. The company also decided to concentrate its production, so far as possible, in one center. Thus in Winston-Salem it not only makes all its tobacco products, but has there such auxiliary industries as tinfoil plant, box making, etc.

Barber Photo

A DOCTOR'S OFFICE SERVING 12,000

Pioneering in employe welfare, Reynolds in 1919 established its medical department (staff pictured above). To guard both employes and consumers every applicant for a job with the company undergoes a thorough physical examination (below). The medical center is available to all Reynolds employes, keeps check on general health, takes care of emergency illnesses. Constantly expanded since inauguration, it is now one of the model industrial health departments in the nation.

Conservation and Development



THE STORY OF TOBACCO Industry



FREE X-RAY SERVICE

Notable part of this expansion was establishment in 1923 of an X-ray department (upper left). The most expensive and exhaustive x-ray examination is as readily available to factory hands as it is to a company vice president, at no cost to employee.

All photos Conservation and Development



In every plant is a first-aid station with a trained nurse, giving prompt attention to everything from a headache or a bruised finger to serious accidents (upper right). In 1924, a dental department was added to the center, offering free examination, diagnosis, emergency work. Instead of handicapping private practitioners, the dental department has helped make employes "tooth-minded," conscientious dental patrons. Below, the dental office for white employes. Identical offices are provided for Negro workers.

HEALTH RESEARCH

In the medical center laboratory (below), research in the problems of industrial health are carried on, records grow into statistics, statistics into valuable conclusions which have guided the expanding policy.





SOCIAL SECURITY CAME EARLY TO CAMEL EMPLOYEES

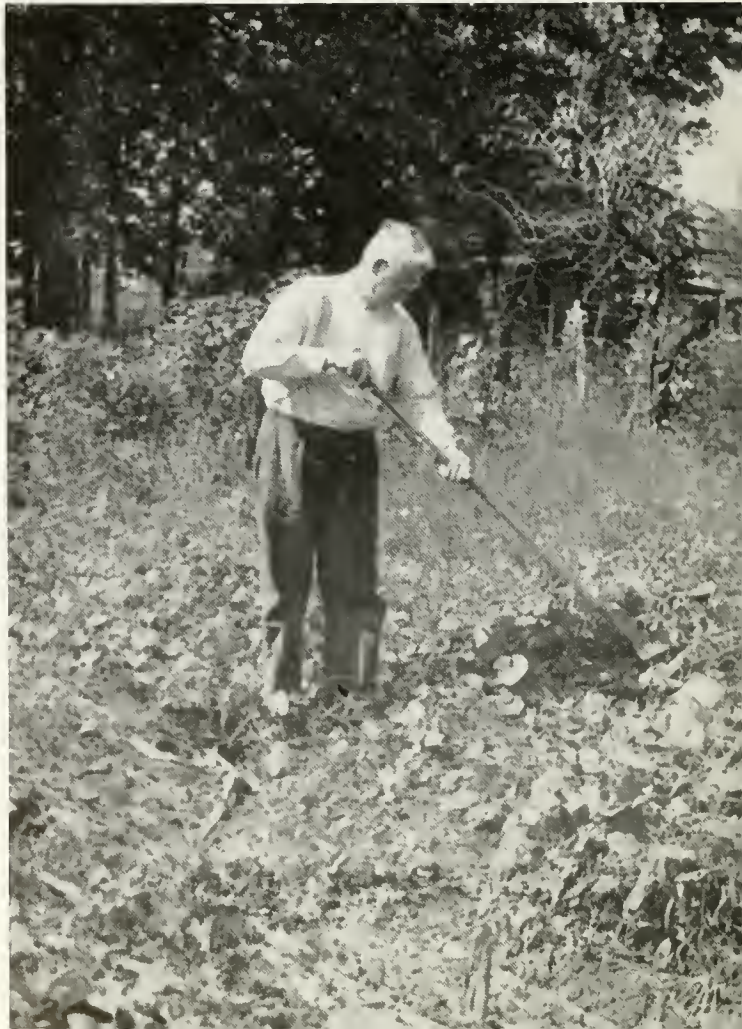
In 1929, years before the phrase became popular, social security was brought to Reynolds' employees through a retirement plan set up by the Board of Directors. With group insurance (covering sick benefits, total disability and death), the retirement feature rounded out a comprehensive employee welfare program.

Through purchasing power of 12,000 employees and due also to the company's health department, insurance protection is brought to employees at low cost. Above, left, beneficiaries receive final settlement for a policy upon their father, an employee.

Under the retirement program, male employees of the company with twenty years continuous service may upon reaching sixty-five retire upon part pay; female employees with the same years' service are eligible for retirement at sixty. Retirement pay is graduated according to salary received in the last five years of employment, in no event less than \$6.00, nor more than \$40.00 per week.

Upper right, her retirement check is delivered (by messenger) to Millie Holmes, who retired seven years ago at sixty after working twenty-seven years for Reynolds. A widow, owning her own home, she is typical of many retired employees leisurely enjoying the fruits of their labor.

Below at right, Robert W. Tate, who retired after twenty-eight years service, pictured here at his hobby (gardening) at his own home. At seventy, he, with his wife, is enjoying the independence and freedom springing from soundly based social security.



THE STORY OF TOBACCO Industry



For the Inner Man

The Company-operated cafeteria, tenth floor of the office building, one of several cafeterias operated at low cost for workers.

Camels Are Champions

One of the numerous athletic teams which represent plants and departments of the R. J. Reynolds Tobacco Company in Winston-Salem amateur athletic activities.



THE STORY OF TOBACCO Chewing



Out of the huge machine (above) that prepares the aged tobacco for manufacture, it goes to "cappers" who weigh (left below) the tobacco to go into each plug. It is molded into a plug and passed on to wrappers, who with fine, hand-selected leaf, make a neat outside coating. At right, below, stacks of the wrapped plugs are on the way to the press.



But thousands prefer "eating tobacco"

Men have been chewing tobacco (as well as smoking it) since the plant first came to history. North Carolinians can scarcely remember when the Taylor Brothers of Winston-Salem did not make plug tobacco, as they make it now, for a patronage of "eatin' tobacco" customers all over the South and beyond.

Tobacco for plug-making is of a distinct type, much of it grown in the Old Belt. Heavier leaf, of darker (mahogany) color, a quality much desired is "drinkability" (faculty of retaining moisture) since the plugs of chewing tobacco are saturated with exotic flavorings.

At Taylor Brothers, where these pictures were made, both old and new processes of plug making can be seen. If you knew Archie or Harry Taylor, you might get permission to visit their unusual factory. And if you were wise, and got there around noon, you would hear the Negro hands conducting their prayer meeting, singing their spirituals, as they have every day at noon for half a century.

All photos by Sam Vance



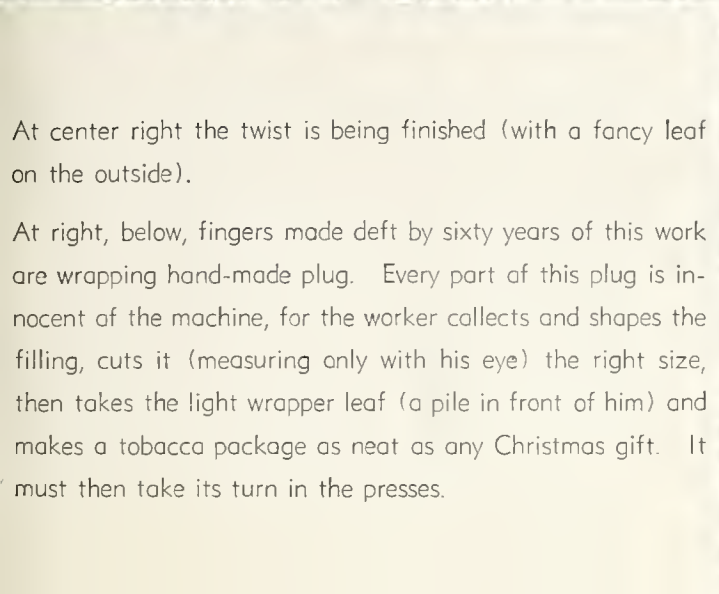
THE STORY OF TOBACCO Chewing

By Machine and Hand

Shiny new from the press, the machine-made plug is getting its characteristic tin tag (Bull of the Woods here). Chewers are finicky, sticking to the pronounced flavors of their habit, and brands are as important and valuable as in other forms of tobacco.

Thousands of chewers cling to various types of hand-made plug. Below in the center the worker is making "twist"—a form of chewing tobacco put up in rolls. Left, the "twist" is started. Note the hand scales—each piece must be uniform and only practice and keen eye and hand can accomplish this.

Photos by Sam Vance



At center right the twist is being finished (with a fancy leaf on the outside).

At right, below, fingers made deft by sixty years of this work are wrapping hand-made plug. Every part of this plug is innocent of the machine, for the worker collects and shapes the filling, cuts it (measuring only with his eye) the right size, then takes the light wrapper leaf (a pile in front of him) and makes a tobacco package as neat as any Christmas gift. It must then take its turn in the presses.

THE STORY OF TOBACCO Cigars

GREENSBORO, CIGAR CENTER

North Carolina includes cigars in its bewildering repertoire of tobacco. At the El Maro Company in Greensboro, one of the largest independent cigar makers in the country, El-Rees-So and El Moro and other cigars are started on the way by weighing tobacco allotted to each machine operator (right).

In dexterous machines the filler tobacco is molded, cased in "binder" leaves and given its preliminary shape (left below). Conveyed to another machine, the cigars are given their final outside cover with fancy, hand-selected wrapper leaves and finished (below right).



Art Shop photos



THE STORY OF TOBACCO Cigars



Art Shop photos

SQUARING A ROUND CIGAR

In this homely fashion (above) cigars get their "corners." Under presses, they assume the modern squarish shape. Then to machines where they are celaphaned and banded automatically, and finally (below) to the packer for final inspection and packing in boxes. North Carolina cigars are sold all over the South.



A good cigar is a smoke to a woman, too! At the El Moro plant in Greensboro, one of the employes was snapped giving practical approval to her product, (above).

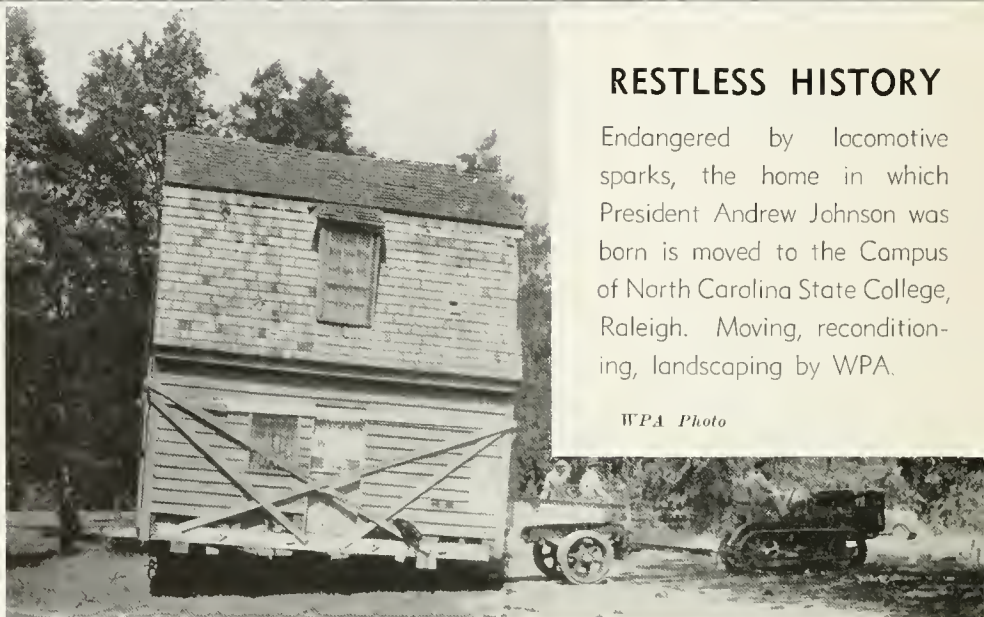
BUILDING DAY AND MOVING DAY, TOO



NEW STADIUM FOR TWIN CITY

Joint undertaking of Mrs. Bowman Gray, WPA, and Winston-Salem, the Gray Memorial Stadium at Winston-Salem (above) is nearing completion. Atop a hill overlooking the city, it will be landscaped into one of the most beautiful recreation centers in the South.

WPA Photo



RESTLESS HISTORY

Endangered by locomotive sparks, the home in which President Andrew Johnson was born is moved to the Campus of North Carolina State College, Raleigh. Moving, reconditioning, landscaping by WPA.

WPA Photo



NEW STATE SANITARIUM

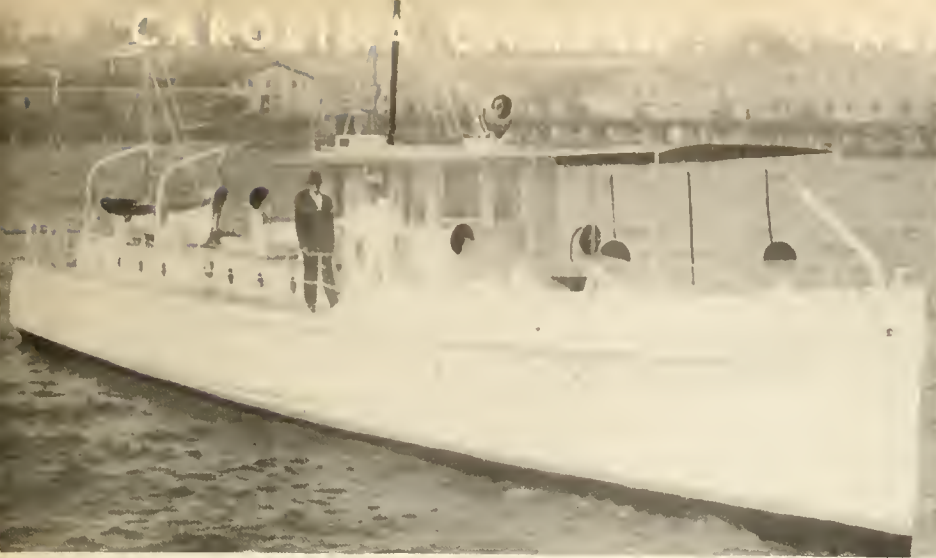
Ready for use, North Carolina's new sanitarium to serve the western part of the State is located at Black Mountain, nestling snugly in the Blue Ridge Mountains.

J. C. Wolcott

North Carolina Afloat

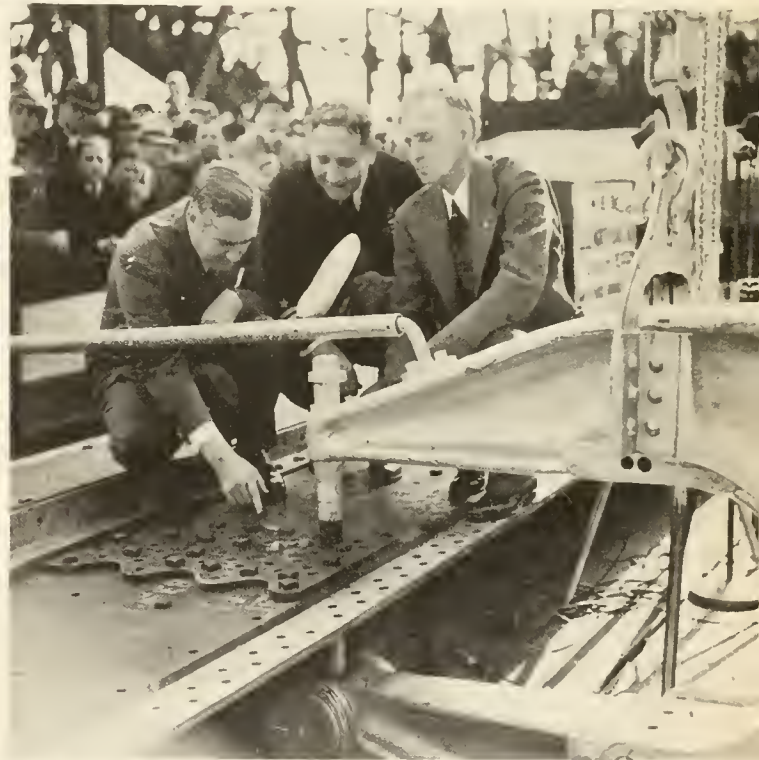
Doubling its "navy," North Carolina has commissioned the Hatteras (left) to help enforce coastal fishing laws. (Below) Assistant Secretary of the Navy, Charles Edison, Rear Admiral Woodward, and Lieutenant-Governor, Wilkins P. Horton, North Carolina, help lay the keel of the \$60,000,000 battleship, U.S.S. North Carolina, at Brooklyn.

Wide World



Harry Davis

Rarest Fish. Caught in Brown's Inlet, North Carolina, this is *Mola Lanceslatus*, rarest maritime beast, weighing 500 pounds, it was the third ever found in U. S. waters.



Rebel Yell. First time an radio, the rebel yell of Picket's chargers was heard over WBT, Charlotte, as remembered by W. B. Kidd, T. N. Alexander, D. W. Mays, H. C. Irwin, and J. Z. Porder.

Holly Smith



PRECOCIOUS, THESE TAR HEELS!

Two years old, Bobby Meadows, of North Wilkesboro, N. C., claims he is the youngest operator-driver of a power-driven auto in the state. His chugomobiling is confined to his back lawn, however.



Department Agriculture Photo

All the grapes you can eat for a dime at North Carolina Department of Agriculture's vineyard at Willard. But no smuggling of grapes outside.



Department Agriculture Photo

GRAND CHAMP



John Topping

Joe Brown of Watauga County and his grand champion Hereford heavy-weight steer, winner in the third annual Fat and Feeder Stock Show at Asheville, N. C.

FARMERS OF THE FUTURE CAROLINA

Eager to take over the task of cultivating Carolina's smiling acres, these 4-H boys were among those demonstrating modern farm methods at the Willard Test Farm field day. They typify the new generation of Tar Heel planters.

VISITORS TO VACATIONLAND North Carolina



Welcome! said Southport to Dr. and Mrs. F. M. Shupert, Centralia, Illinois, and welcome to you, said the Shuperts to this fine catch of fall fish.



Martin J. McEvilly

At the Cherokee fair, Edward Mauny, Bloirs-ville, Georgia, chats with Champion Archer Carl Standingdeer.



Citizen-Times

Vocationist at Asheville, Mrs. M. A. Hardies, Chicago, Illinois, found her mount, "Midnight," an amiable and tireless companion on trips through the mountains



Conservation and Development

Ivan Dmitri, noted minicamist, dances at Hendersonville, "dancingest town in America."



Citizen-Times

Senorita Marie Kohly, of Havana, Cuba, was delighted at her first trip to Asheville.



Avon Nevios, Washington, and C. B. Robinson, Maryland, aboard their yacht at Elizabeth City.

Woodrow Price



Woodrow Price

First if by Land. Miss Violet Cohoon was second in the mothboat regatta at Elizabeth City, N. C., but in the beauty contest she was first, reigning as queen of water carnival.



News and Observer

Enfield, center of the peanut region, celebrated the goober crop with a festival and carnival. Above, the royal court in the procession: Geraldine Miller, Queen Jackie Delyle, and Elizabeth Bryan Dickens.



Conservation and Development

Wendell is tobacco town. And Miss Virginia Terrell, above, is tobacco queen. She ruled over the harvest festival this year.

WINTER GOLF

GOLF is a year-round sport in North Carolina, and is played over courses that rival the finest in the world. "Geographically, topographically, climatically—North Carolina appears to have been designed by St. Andrew himself as a golfing state," is a description by O. B. Keeler, well-known writer on golf.

American golf, Pinehurst, Southern Pines, and Sedgefield grew up together, and it is at these North Carolina resorts that the game reaches its climax of the year in a series of tournaments, which attract stellar golfers from all over the country. Here, too, the game is played by residents and visitors who come to these resorts to escape the rigors of northern winters.



TOURNAMENT SCHEDULE

PINEHURST

December 27, 28, 29, 30

Thirty-fifth Annual Midwinter Tournament

December 28

Third Annual Christmas Tournament for Women

December 31

Sixteenth Annual Father and Son Tournament

February 1, 2, 3, 4

Thirty-third Annual St. Valentine's Tournament for Women

February 8, 9, 10, 11

Thirty-fourth Annual February Tournament

February 23

Thirty-fourth Annual Tin Whistle Anniversary Tournament

March 8, 9, 10, 11

Eighteenth Annual Seniors' Tournament

SOUTHERN PINES

December 4

Blind Bogey Tournament

December 14

Air Race Tournament (Ladies)

December 18

Driving and Target Contest

December 25

Bet-A-Million Tournament

January 1

New Year's 18-Hole Medal Handicap

January 11

Blind Bogey (Ladies)

January 22

Sweepstakes Tournament

February 12

Lincoln's Birthday 18-Hole Medal Play (Handicap)

February 22

Washington's Birthday Flag Tournament

SEDFIELD

December 24, 25, 26

Annual Christmas Tournament

March 27, 28, 29 (dates tentative)

Greater Greensboro Open Tournament

March 14

Southern Pines Country Club Championship 36-Hole Medal Tournament

March 24

P.G.A. Open Tournament

March 16, 17, 18 (tentative)

Tenth Annual Women's Mid South Championship

NORTH CAROLINA

Recreation comes easy in North Carolina. Here, nature went in for diversity on a grand scale, climatically and geographically. Horse country, game country, fishing and sailing waters — there seems to be no end to North Carolina's opportunities for outdoor sports.

Summer, winter, spring, and fall, a full schedule of sports events is offered by the Tar Heel state.

Geo. E. Miller



Polo (above) is popular at a number of places in North Carolina, including Sedgefield, Pinehurst, Fort Bragg, and Winston-Salem. Matches are colorful events and are attended by enthusiasts from many sections of the East. The Sandhills Fourth Annual Steeplechase Races are tentatively scheduled for March 12. The Twenty-first Annual Pinehurst Horse Show will be held on March 29 and 30.

Action with split-second timing is depicted as the World Champion Reel Team of Kannapolis (above right) made quick connections in the North Carolina Fireman's Convention at Greensboro last fall.

Wilderness camps, such as that shown at left below, dot the woods of the Pisgah National Forest Game Preserve in Western North Carolina during the Fourth Annual Deer and Bear Hunt now being staged. This is the South's biggest hunting event.

Skiing on the slopes of the Blue Ridge Mountains of North Carolina has become a popular sport near the resort, Banners Elk. A couple (left) are about to take off.

Frank Glodfelter

M. Glover



OUTDOORS

Elizabeth City's Annual National Moth Boat Regatta (right), October 15-17, brought out some keen competition this year. Fifteen-year-old Eleanor Voght of Philadelphia (inset) won the Woman's Championship.



Woodrow Price



Woodrow Price



Woodrow Price

Surfcasters (left) lined up for a strike along the North Carolina coast. Fishermen, surf and deep sea, reported some of the largest catches of channel bass, dolphin, amberjack, bonita, Spanish mackerel, barracuda, and other salt water fighters this fall than have been made for years.

The open season on North Carolina's upland game birds—quail, ruffed grouse, and wild turkey, began

November 20, and is now in full swing. A retriever (left, below) delivers a fat quail. Migratory waterfowl season opens November 27.



Rupert West

Field trials and hunts highlight the schedules of North Carolina's winter resorts. Below is shown a typical hunt scene in the Piedmont. The Pointer Club of America holds membership events at Pinehurst on December 2, 3, 4, and open events on December 6, 7, 8, 9, 10. Pinehurst's Twenty-first Annual Field Trial will be held on January 10-14.



Chas. A. Ferrell

TRAVEL PEOPLE GO TO A PARTY...



Chief Guide Coleman Roberts' whistle (insert), tourists first visited \$7,000,000 Biltmore Estate, Asheville, finest home in America, now open to public.

Guests of the Governor's Hospitality Committee and over fifty communities, 100 travel counselors and editors attended North Carolina's house-party-on-wheels, say Tar Heel places and personalities, got tar on their heels, meaning they will itch until they return. The tour lasted twelve days, traveled 2,300 miles from mountains to the sea, via Queen City, Greyhound, Carolina Coach, Buick, International Harvester; with Esso fuel.



At Newfoundland Gap in the Smokies, Betty Swanson, Providence, R. I., provided the foreground.



Climbing craggy Blowing Rock, Miss Miriam Glover, Bamaer Elk, and Sam Marshall, Detroit News.

Trippers — Watched Cherokees dance (Mrs. R. E. Cochran, of The Highway Traveler).

Motorboated on Lake Lure in the shadow of rearing Chimney Rock.

Found a still at Tryon (Ted Gill, N. Y. Associated Press also found a dipper).



A RECEPTION LINE 2,300 MILES LONG



IN THE COUNTRY OF A HUNDRED WATERFALLS

From many-hued Smokies the visitors went to the Sapphire Country, where the dozens of waterfalls enthralled them. At Dry Falls (above) they passed behind the tumbling water (Sam Marshall pauses to load his camera). Thence into industrial foothills and to the agricultural east.



Through pine-shadow splashed roads of the Sandhills.



M. J. McEvilly (N. Y. News) makes it a busman's holiday (interviews New Bern's Auto Inventor Gilbert Waters). Below: A joyful noise, produced by Greenville High School's band, greeted the motorcade at Greenville, N. C.



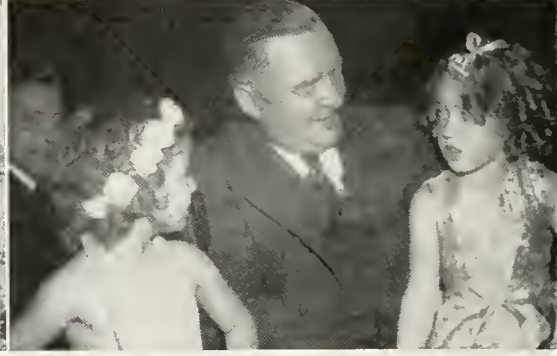
TOURISTS SEE NORTH CAROLINA . . . and



Highest drink east of Rockies—a bar tree-top tall at Rocky Mount's party (the customer, J. P. Rhodes, Cincinnati Enquirer).



Miss Josephine Amer, Akron, Ohio, gives the password to Ben Hedgepeth, Rocky Mount.



At Wilmington, K. M. Patterson, Cincinnati Times-Star, at last found a redhead ("So what?" asks the indignant little blonde).

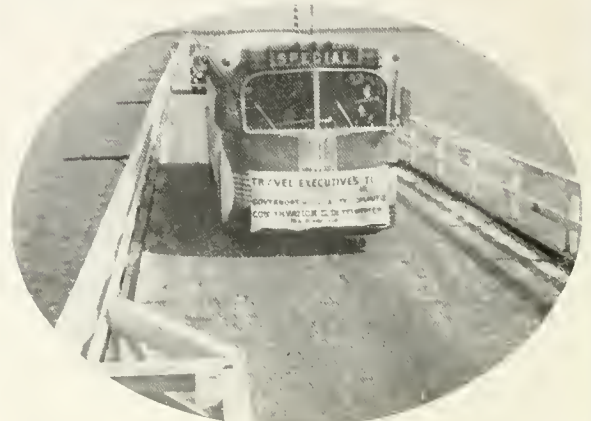


For the guests, soldiers marched (at world's largest artillery post, Fort Bragg, above); and girls danced the Big Apple (Wilmington, below).



McEvilly

Into appreciative mouth, Jack W. Dunn (Editor of Globe) popped Lenoir's vittles.



Over toll-free bridge to the Virginia Dare country sped the visitors.

NORTH CAROLINA SEES TOURISTS, TOO!



Chrysanthemums for everyone, pinned on by Little Washington's legion of lovely ladies. (Thousands sang songs, too, as buses rolled in.)



Kill Devil Coastguardsmen "rescue" Miss Margaret Pyron, Birmingham.



Miss Beatrice Winslow, Altoona, Pa., at last gets a chance to kick herself (as she's threatened to do) on New Bern's self-kicking machine.



Everyone climbed Kill Devil Hill, to see Wright Memorial Beacon, where man first stretched his wings.



Typical scene: Wilson's committee distributed souvenirs and smokes (here to Howard Moulton, Boston Post; Emile T. Behre, Philadelphia).

Right: A portion of the party's baggage shown at the Hotel Robert E. Lee, Winston-Salem, one of the night stops.





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